

ABSTRACT OF THE DISCLOSURE

A moving-film display device includes a moving-film having fixed and movable ends, and a stationary body having a counter face that is shaped more distant from the moving-film as a position of the counter face shifts from the fixed end side to the movable end side.

5        A colored portion is disposed at the movable end of the moving-film. An auxiliary electrode is disposed on the moving-film between the fixed end and the movable end.

10      A scanning electrode and holding electrode are disposed on the counter face to face the auxiliary electrode on the fixed end side and movable end side, respectively. A signal line is electrically connected to the holding electrode to supply an image signal. A drive section

15      is configured to control voltages to be supplied to the auxiliary electrode, the scanning electrode, and the holding electrode.